

Activities of JAPIA

No. 18 Motorcycle Parts Committee

Report: Motorcycle Parts Committee

Holding various workshops and forums in cooperation with OEMs and local governments to expand and revitalize the motorcycle market

In November 2021, "Motorcycle Industry Policy Roadmap" was announced as a growth strategy for the motorcycle industry in cooperation with 10 motorcycle-related organizations, Ministry of Economy, Trade and Industry, and local governments. JAPIA, along with Japan Automobile Manufacturers Association, is a member of these 10 organizations, and JAPIA's "Motorcycle Parts Committee" is in charge of various workshops, lectures, tours, forums and other activities aimed at expanding and revitalizing the motorcycle market in Japan and abroad. Among these, the "Bike(Motorcycle) Love Forum (BLF)" is a popular event that attracts attention from all sides as a gathering of concerned parties, including users, to "think about the future of motorcycles". In this issue, we will introduce the activities of this committee and the BLF.

Conducting seminars on the motorcycle industry and plant tours

Although member companies relating motorcycle parts are not the majority in JAPIA, the Motorcycle Parts Committee exists to support the motorcycle industry and make a valuable contribution to the whole industry. At present, JAPIA has 429 member companies. Of these, 110 companies manufacture motorcycle parts, while more than 100 companies have dual operations with four-wheeled vehicle parts, which makes the influence of motorcycle parts seem small. However, in terms of development, technology, and production, motorcycle and four-wheeled vehicle parts have some similarities and are mutually linked. The expertise in motorcycle parts, such as downsizing, weight reduction, environmental friendliness, and low-cost manufacturing, has a significant impact on technological innovation in the automotive parts industry.

On the other hand, the current domestic motorcycle market is not as vibrant as it once was. With the exception of a few premium models, comments such as "reduced" or "shrunk" are often heard in the market. Indeed, in Japan, the market has shifted from motorcycles to a four-wheeled vehicle focus. For this reason, four-wheelers tend to attract more attention, but motorcycles still have a certain presence in our lives and economy. In fact, there is still a deep-rooted need for the unique convenience and taste of two-wheeled vehicles, which four-wheeled vehicles do not offer. Above all, Japan leads the world in the motorcycle industry, and motorcycles of Japanese manufacturers contribute to the development of life and industry in many countries. The Japanese motorcycle industry still has 'power'.

Therefore, aiming to expand and revitalize the motorcycle market both domestically and internationally, JAPIA formed the "Motorcycle Parts Committee". The main activities of the committee include twice-yearly committee meetings, seminars on the motorcycle market and the motorcycle industry, and visits to factories and plants. And the committee has also participated in the BLF since its first meeting as one of the host organizations. Activities in response to the "Motorcycle Industry Policy Roadmap 2030" are promoted in conjunction with the guidance of the Ministry of Economy, Trade and Industry and the movement of

motorcycle-related organizations.

"The Motorcycle Industry Policy Roadmap 2030" sets out a vision of "bringing excitement to people's lives by providing unique motorcycle value, contributing to the development of Japan's economy and society, the motorcycle market and maintaining employment" and addresses policy issues such as "zero accidents and fatalities", "contributing to the achievement of CN" and "pursuing comfort and enjoyment". We also hold opinion exchange meetings with motorcycle manufacturers and the JAMA Motorcycle Committee to share information and coordinate our activities.

BLF is one of the main activities in the Committee

12 BLFs have been held so far

BLF is one of the main activities of "the Motorcycle Parts Committee". It is held once a year with the aim of 'creating a wonderful world-class motorcycle culture'. Users are also invited to participate, and efforts are made to promote the recognition and coexistence of motorcycles, as well as the development and promotion of the motorcycle market and industry. Originally started as an invitation from the Ministry of Economy, Trade and Industry to the motorcycle industry, the first event was held in Suzuka City, Mie Prefecture. The most recent event was held on 27 September 2024 at the 12th BIKE LOVE FORUM in Nangoku Miyazaki' in Miyazaki City. The theme of the forum was "Motorcycle × Tourism and Regional Promotion: Utilising Tourism Resources and Regional Promotion through Motorcycle Tourism", and the Ministry of Economy, Trade and Industry and BLF-related organizations presented the "Motorcycle Industry Policy Roadmap 2030" and explained the current situation of the motorcycle market and motorcycle tourism. In addition, Shinji Kazama, representative of the Japan Riders Forum, and Akito Honma, Section Chief of the Tourism Strategy Section, Tourism and Commerce Department, Miyazaki City, held a dialogue on the potential of regional promotion through motorcycles, with the theme 'Creating a City that Welcomes Riders', using actual examples.

Mr. Honma expressed his impressions of the potential of motorcycles: Miyazaki City has never had much experience in this area, and this was our first attempt to participate in discussions on motorcycle tourism. He also expressed his impressions of the potential of motorcycles: 'I was able to see the issues of motorcycle tourism and regional development that I had not seen before. At the same time, he said, 'Through the discussion with Mr. Kazama, I was able to gain a lot of valuable knowledge, such as the significant impact of motorcycle tourism on local economies and what riders are looking for'.

Specific issues that needed to be addressed in terms of rider accommodation included parking and PR of the touring courses. In addition, as the food and nature of Miyazaki were well received by riders attending the forum from outside the prefecture, there were positive comments such as: We hope that more riders will visit Miyazaki City, which will lead to increased use of local shops and accommodation.

A special touring plan is currently being provided for the Kobe-Miyazaki car ferry, allowing motorcyclists to travel at a reduced rate, Mr. Honma said he hoped they would make the most of the offer.

The 2025 Congress will be held in Chichibu, Saitama

Realization of a safe and clean motorcycle society

Mr. Nobuaki Kawase, Executive Secretary of the BLF Organizing Committee (Chairman of the Motorcycle

Committee Planning Section, JAMA), commented on the importance of holding the Forum: The purpose of the Forum is to promote the motorcycle industry and develop the market, while aiming to "create a wonderful motorcycle culture that can be accepted worldwide". He explains that "companies, organizations, and local governments involved with motorcycles, including users, are engaged in serious discussions regarding the recognition and acceptance of motorcycles in society, how they should coexist, and the future vision for motorcycles.

The 2025 BLF will be held in Ogano Town, Chichibu Ward, Saitama Prefecture. The town is said to be a pioneer in attracting riders to the region and has formed a volunteer organization, "Welcome Riders Ogano" (buy, eat, stay), which is funded by membership fees from companies, organizations and local residents, and subsidies from the town, with the aim of "welcoming gentle riders". Saitama Prefecture was also one of the first municipalities to review the "Three No's" movement, which banned high school students from obtaining motorcycle licenses, purchasing motorcycles and riding. As an advanced region in terms of motorcycle policy, preparations are underway to 'broadcast a variety of motorcycle information from here' (Mr. Kawase, General Secretary).

Motorcycles are a leading industry in Japan, but the market focus has shifted overseas, and compared to four-wheeled vehicles, there are many unclear aspects of the roadmap to comply with national and regional energy policies and regulations, so component manufacturers face management challenges in orienting themselves towards development and production and securing resources.

The committee organizes seminars on topics of interest to motorcycle parts manufacturers and factory visits, and through the acquisition of first-hand information from key individuals and motorcycle manufacturers' executives, as well as the exchange of opinions on issues facing each company, learns about initiatives to achieve carbon neutrality (CN), improve quality and productivity, and develop human resources in the factories.

We, as a committee, also plan to participate in the BLF, disseminate information on motorcycle comfort, environmental and safety initiatives, and continue to work with the government and relevant organizations to revitalize the market.

In this way, the Motorcycle Parts Committee plays a role in the future development of the motorcycle market and the promotion of the industry. The committee comprises 14 companies, including four newcomers this year, and is chaired by Mr. Yasunori Aoki, President of Cable Industries from 2021.

From the standpoint of motorcycle manufacturers, Mr. Kawase, Secretary General of Yamaha Motor Co., Ltd., said: 'The parts supplied by JAPIA member companies are essential for a comfortable and enjoyable motorbike life. We will continue to work together with JAMA to realize the goal of the Motorcycle Roadmap 2030'.